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California Farm News

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USDA PREPARES FOR 2008 FLORICULTURE SURVEY

SACRAMENTO, CA, December 19, 2007 – The USDA's National Agricultural Statistics Service (NASS) is gearing up to collect data for its 2008 Commercial Floriculture Survey. During January and February, NASS representatives will contact approximately 6,500 floriculture operations in 15 states, including California, to collect information on 2007 production.

All commercial floriculture producers that grew and sold at least \$10,000 of floriculture crops at retail or wholesale in 2007 will be asked to provide information on production, value of sales and peak numbers of agricultural workers for their operations.

"The Commercial Floriculture Survey provides California growers the opportunity to serve as the frontline source of data on production," said Vic Tolomeo, Director, USDA-NASS California Field Office. "This data will help identify state and national trends in areas such as new product development and changing production practices so that growers – like you, can plan the future of their businesses."

"This annual survey is the only comprehensive measure of U.S. floriculture production," Tolomeo explained. "When the results are published, California growers, industry representatives and policymakers will be able to compare their own operations to industry averages and plan for future business."

As with all NASS surveys, information provided by respondents is kept confidential by law. Facts about an individual's operation are used only in summation with reports from other producers in order to develop statistics for California, other states and the Nation. NASS publishes only state- and national-level data, thus ensuring that no individual operation or producer can be identified.

Survey responses will be compiled in NASS's *Floriculture Crops Summary* to be released in April 2008. The report will be available on the NASS website at <http://www.nass.usda.gov/Publications>. You may also call 1-800-727-9540 to receive a paper copy of this or any completed NASS publications.

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